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ABSTRACT

Broadcast stations throughout the nation are being challenged by the Federal Communications Commission and by private organizations to hire blacks to fill job openings in production and management. Therefore, Xavier University of Louisiana decided to embark on a program to develop a broadcast management program under the auspices of the marketing division of the department of business administration and economics. Since the broadcast management concentration and the marketing area are closely affiliated, students are required to take courses from both disciplines. Specific curriculum suggestions for the four year program are outlined. Burgeoning enrollment in the new program exceeds expectations. (Author/KS)

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CAN A SMALL MINORITY INSTITUTION OF HIGHER EDUCATION DEVELOP A BUSINESS ORIENTED BROADCAST MANAGEMENT CURRICULUM?

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INTRODUCTION

Xavier University of Louisiana, a predominantly Black university, two years ago felt that it had the capability to expand and meet the professional needs of its students in two areas, Broadcast Management and Marketing.

Currently, Xavier University has a number of graduates working in the broadcasting industry. However, they have received no formal training. The positions occupied by the graduates are basically in the "on-air" capacity, such as, news correspondents. Local broadcast operations have asked Xavier to provide students for an internship program sponsored by the stations. Likewise, the educational channel serving the New Orleans area asked Xavier to supply students for an internship program that they sponsor. Two years ago, Xavier could not supply the requested students for the internship at the stations, since Xavier did not offer a broadcast curriculum. Broadcast station managers have encouraged Xavier, both formally and informally, to develop an area in broadcasting to meet the needs of the broadcasting stations. These managers have also indicated their willingness to work with Xavier in developing a

CS 501 392

broadcasting program.

Broadcast stations throughout the nation are being challenged by the Federal Communication Commission and by private organizations to hire Blacks to fill job openings in production and management.[1] Thus, Xavier University decided to embark on a program to develop a Broadcast Management concentration under the area of Marketing in the Department of Business Administration and Economics.[2]

In conjunction with the development of a Broadcasting curriculum in Management, the Marketing curriculum could be enhanced as well. Currently, the Marketing area does not offer the four primary courses of Marketing: Sales, Advertising, Research, and Public Relations. With the addition of these four courses, the University could heighten the quality of education in the Marketing area.

OBJECTIVES

The following objectives were met in developing the Broadcast Management and Marketing program:

1. To provide a Broadcast Management concentration in the Marketing area to allow Blacks the opportunity to obtain a quality education in this area. Thus, this program will provide the needed broadcast management personnel for the New Orleans area, the surrounding community, and the national needs.

2. To increase the course offerings in the Marketing area. This increase will aid the Marketing major and it will also help the following majors: Communication, English, Journalism, Political Science, and Theatre. By taking the proposed Marketing courses the liberal arts major would enhance his chances of obtaining a job.

STRATEGY

The Broadcast Management concentration and the proposed new courses in Marketing are closely affiliated. If a student desires to concentrate in Broadcast Management, the student follows the same curriculum as the Marketing major. However, the student is also required to take Introduction to Broadcasting and Broadcast Management. The Marketing major, as well as the Broadcast Management major, will be required to take the following new courses: Sales, Advertising, Marketing Research, and Public Relations.

The course outline is as follows:

Marketing

Freshman Year

First Semester		Second Semester	
Theology	3	Philosophy	3
English	3	English	3
Introduction to Business	3	Mathematics	3
Mathematics	3	Accounting	3
Accounting	3	Communication and Theatre	3
	15		15

Sophomore Year

First Semester		Second Semester	
Accounting	3	Statistics	3
Statistics	3	Economics	3
Economics	3	Principles of Management	3

Basic Marketing	3	Political Science	3
Free Elective	3	Group II Elective	3
		Professional Electives	3
	15		18

Junior Year

First Semester		Second Semester	
Group I Elective	3	Group I Elective	3
Micro Economics	3	Macro Economics	3
Business Communications	3	Business Law	3
Business Law	3	Professional Electives	3
Professional Electives	3	Group II Elective	3
Free Elective	3	Free Elective	3
	18		18

Senior Year

First Semester		Second Semester	
Theology	3	Philosophy	3
Money and Banking	3	Accounting Elective	3
Professional Electives	6	Corporation Finance	3
Free Elective	3	Professional Electives	6
	15		15

Broadcast Management majors must take the following Professional Electives: Introduction to Broadcasting, Broad cast Management, Marketing Research, Advertising, Public

Relations, and Sales Force Management.

Marketing majors must take the following Professional Electives: Marketing Research, Advertising, Public Relations, and Sales Force Management.

Five of the six new courses contain both a Marketing course number and a Communication and Theatre course number. This will allow not only the Marketing and Broadcast Management major to benefit from these courses but it will also enable the Communication and Theatre major to take the courses for credit.

RESULTS

The proposed new program has been approved by Xavier University's Academic Council and the program began with the Fall Semester 1975. Money for the program was provided by an Advanced Institutional Development Program Grant. It was expected that the Broadcast Management concentration have five majors by the end of the first year and twenty majors by the end of the fourth year of operation. The first year objective was met at the end of the Fall Semester. The Marketing area has tripled its size to approximately fifty majors. The number of students in each of the new classes has not been less than thirty. Many of the students taking these courses are in Education, English, Journalism, and Political Science.

The Coordinator is now seeking internships for the majors in Broadcast Management. At this time the program has been a success. However, the real test will occur when Xavier's graduates are hired by broadcast operations.

FOOTNOTES

[1]"Broadcasters Join in Endeavor to Recruit Negroes," Advertising Age, November 28, 1966, p. 2. See also, "20 Advertisers Use Brochure to Recruit Negro Employees," Advertising Age, January 9, 1967, p. 10. "The Black Man in the Gray Flannel Suit," Time, June 27, 1969, p. 76. "Minorities Gain in Broadcasting," Business Week, March 10, 1973, pp. 168-174. Jacob Wortham, "In With the Big Boys," Black Enterprise, September 1974, p. 22.

[2]Xavier University's Department of Communication and Theatre is currently developing a program in Broadcast Production.